FROM THE I.B.S. NEWSLETTER #50/51-1

188 has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents 186 is:

Thomas F. Clark Co., Inc. 205-217 East 42nd St. New York 17, H.Y. Phone: Murray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1946 represented publishers as Mr. Clark Sr. was a former newspaper additor and publicist.

The founder's con, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. 1s in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eyman, who, just before Christmas, wrote nearly thirty respresentatives asking if they would be interested in ISB. During Christmas recess Eyman and Don Schn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eyman and Geoga Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IRS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please Seturn at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnairs form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

Bavil (1) Parad

David W. Horst Jan. 27, 1981

Operations Hanager

FROM THE L. B. S. NEWSLITTER ASSESSED.

The since a national advertising representative for the first time since 1947 the stations in the System have an organization in New York and other office which will setively attempt to obtain national advertising. The company which now represents 186 is:

Thomas F. Clark Co. Inc. 205-217 East 42nd St. New York IV. R.Y. Phone: Murray Hill 4-6317

In addition to the above, the cooping maintains offices in Chicago and Detroit, and through connections on the west Coset can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Or. and until 1946 represented publishers as Hr. Clark Sr. was a former newspaper addior and publishers.

The founder's son, who is now breatdent of the company, has had experience in redic suice on the names exiff of the American Broadcasting Company for signify over five years, and following that served about two years as western Advertising Manager of FCPSLAR SCIENCE MONTHLY He rejoined his father's company in the Opring of 1950, anxious to outld up the sadi, ond of the business, which today includes representing approximately so stations. As which today in recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the besiness today.

Contact this this company was first and by Dales Names Richts Syman, and Just Defore Carlatage, erots named thirty respresentatives Syman, and I they would be interested to the Couring Christmas rooms again and Don Son of Harvard Business Dohook Interviewed the Interested Syman and Don Son of Harvard Electrons of Strong of about four companies of the Couring the Couring Rooms and season to the Strong Rooms and Strong the Strong Rooms and Rooms and Strong Rooms and Rooms and Rooms and Rooms of Chairman, during the Single-Syman and George Abraham, 183

Wr Clark is going to wors in order at once also, the will the state that case case cases cases that the cases the cases the cases the cases that cases the case of the case of the case of the cases the case of t

Town of Court will have questions, so line them at the brind away and the brind and the brind are the court and th

FROM THE I.B.S. NEWSLETTER #50/51-3

IBS has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc. 205-217 East 42nd St. New York 17, N.Y. Phone: Murray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1946 represented publishers as Mr. Clark Sr. was a former newspaper editor and publicist.

The founder's son, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for elightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eyman, who, just before Christmas, wrote nearly thirty respresentatives asking if they would be interested in IBS. During Christmas recess Eyman and Don Schn of Marvard Business School Interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eyman and Geoge Abraham, IBS Chalrman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IPS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please Leturn at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate oard, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

Barid W. Borst Jan. 27,1951

Burd W. Borst Jan. 27,1951

Operations Manager

FROM THE L. B. S. MANTEN SO MAN.

135 bes a national advertising representatived For the first time aloo less the shock to be a second the time aloo by the best and organization in the York and other eities thich will actively attempt to obtain actional advertising. The company which now represents 188 iss

Thomas P., Glark Co., Ing. 205-217 Rast 42nd St. New York 17, E.Y. Phones Hurray Hill 4-6517

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Olark, Sr. and until 1948 represented publishers as Mr. Clark Sr. was former newspaper editor and publishers as Mr. Clark Sr.

The foundar's sen, who is now President of the company, has had experience in radio sales on the cales staif of the American Broadenstop Company for alightly over five years, and following that served shout two years as Western Advertising Manager of FORULAH SCIENCE WONTHEK. He rejained his father's company in the Spring of 1950, anxious to build up the radio end of the business. As which today includes representing approximately 20 stations. As which today includes representing approximately 20 stations. As complete charge of the implement away, Mr. Thomas F. Clark, Jr. is in complete charge of the implement today.

Contact with this company was first made by Sales Manager Michard Eyean, who, just before Christmas, wrote certly thirty respresentatives asking if they would be interested in 185. During Christmas recess Eyean and Don Sohn of Sarvard Susiness School Interviewed The interested prospects, and national that it a group of about four companies for turing the Chertsions Manager has been able to be in New York for furing laterwiews, and mesisted in making the ingle sciences and secretary arrangements. There were, of course, a number of ing distance folgoing calls with Syman and Googe Abraham, ISB

Mr. Clark is going to work on selling ISB at once, and it is accordantly that the selling is selling is a coos, also. He will not deal with each station individually, but will deal through the constitute the selling out rate who, in turn will deal with each station. The first aten program solved out rate card up to date, and also to find out a blanket network option on your time so that we can nove quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and atanged envelope, the enclosed questionnaire form I ERTA. If you deal to the antity or expand on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire thom at me right away and I'll try to answer them.

David W. Borst Jan. 27, 1931